# Research on Marketing Model of Live-Streaming Platforms Based on Consumer Feedback

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*Abstract:* As new media, various e-commerce platforms, and short video platforms emerge and develop, consumers' doubts arise especially regarding their rapid rise during the pandemic period and management issues of live streamers and platforms recently. After the two important turning points, how to build a consumer-demand-oriented marketing model aligns with the development of live streaming platforms, as well as consumers' expectations towards these platforms have become important topics of current research. This paper conducts a questionnaire survey to collect information on consumers' shopping experiences and feedback on live-streaming platforms. It is found that subsequent consumption is affected by multiple factors, including user experience on the platform and self-demand. Among these factors, the most important ones are consumer trends based on interests and experience during the consumption process. Hence, based on consumer feedback and relevant literature, this paper proposes suggestions for the sustainable development of live streaming platforms, including that live streaming platforms should improve their regulatory system, create a positive online environment, choose high-quality partners, and achieve a shift in platform marketing strategies centered around consumer emotions. Meanwhile, live streaming platforms should integrate with new media and other sectors to uncover real-time consumer attention, aiming for innovative and distinctive development.

## 1. Introduction

As an emerging marketing medium, live streaming platforms have garnered massive attention from netizens in the new age, leveraging a marketing model that combines everyday content with product promotion. It is distinctive from the traditional method that focuses on selling products. Instead, live-streaming platforms emphasize the deeper meaning and branding of the products they promote to resonate with consumers. Although this marketing model holds great potential and value, issues such as repetitive content and user loyalty remain unavoidable. Singles' Day and other promotional events that encourage impulse buying cannot ensure user retention. Therefore, selective strategic adjustments based on consumer feedback could be adopted to effectively improve user retention while maintaining current marketing revenue [1]. After reviewing relevant literature, it is found that existing studies focus on studying the marketing models of platforms and their impacts on consumers. There are relevantly fewer studies that focus on the marketing models based

on consumer feedback and its impact. Therefore, this paper selects the research topic of marketing models of live streaming platforms based on consumer feedback, and a questionnaire survey was conducted after reviewing some data [1]. Consumers' feedback was mainly collected regarding the after-sales services and environment of live-streaming platforms, as well as the reasons they are attracted to these platforms. Through the survey, the limitations of their marketing models are intuitively presented, which is of practical significance for these platforms to adopt a sustainable marketing model. Aiming to explore the marketing models of these platforms against the backdrop of the broader internet landscape, this paper also contributes to the marketing strategies and management of similar companies or individuals.

## 2. Methodology

This study adopts the methodology of a questionnaire survey. Currently, most studies focus on the development of live-streaming platforms and the branding of new media or self-media influencers. In this study, a less-explored perspective of the consumer is taken on, which is more aligned with the users' perspective on the subject and the results are more reflective of actual societal demands. The author integrates the perspective of consumers and existing studies on platform development, verifying the theoretical hypothesis of the study. A total of 210 questionnaires were collected, of which 200 were valid. The gender ratio of respondents is 1:1, with the majority aged between 30 and 50. Respondents from Guangdong Province and Hunan Province account for 81% of the total. Questions are designed to focus on several key stages of live-streaming platforms, including promotion, sales, and after-sales services, in order to examine why consumers are significantly affected during the marketing process. The results show that the most significant factors are consumer interests and their experiences throughout the consumption process [2].

## 3. Results

Results of the 200 valid questionnaires, organized by wenjuanxing, show that 45.71% of the respondents aged between 40 and 50, of whom 84.43% have had shopping experiences on live-streaming platforms. To identify the main reasons for consumption, this survey uses multiple-choice questions and results are analyzed based on their proportions [3].
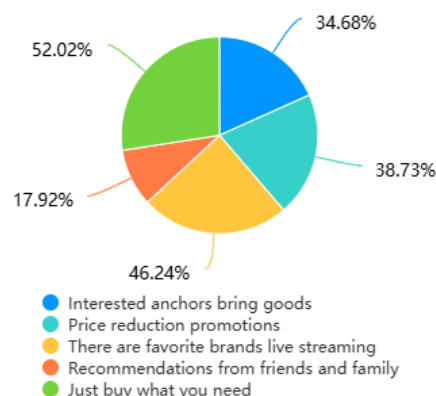


Figure 1: Reasons for consumption on live-streaming platforms.

Figure 1 shows consumer feedback on the reasons they are attracted to shopping on live-streaming platforms. A total of 52.02% of respondents think that they are primarily driven by need

while some select to watch live streams from their preferred brands. Therefore, the main factors influencing consumption are purchasing products based on need and the impulse to buy triggered by watching live streams of their favourite brand.



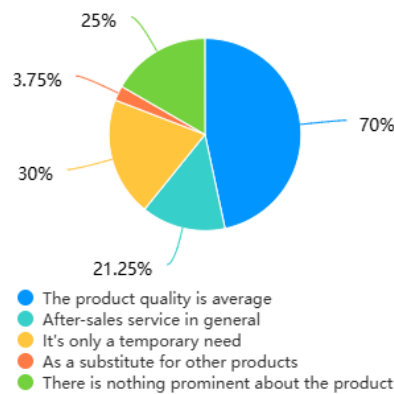Figure 2: Reasons for consumer satisfaction.



Figure 3: Reasons for consumer dissatisfaction and mediocre experiences.

According to the survey results, 50.87% of respondents are satisfied with current live-streaming platforms, with only 2.89% showing dissatisfaction. This means that out of 200 respondents, 4 expressed dissatisfaction. Expanding the respondent pool to a regional level, the number of dissatisfied individuals would increase significantly. Figure 2 shows the influencing factors of consumer satisfaction and more than 50% selected shipping speed, product quality, and demand satisfaction. Therefore, quickly delivering decent-quality products to consumers in need can ensure consumer satisfaction to a great degree. Figure 3 shows reasons for consumer dissatisfaction and mediocre experiences and 70% of consumers selected the reason of average quality, followed by other secondary factors. To summarize, the main causes of dissatisfaction are product quality and poor consumer experiences.

Figure 4 shows the feelings and ratings of consumers who have had shopping experiences on live-streaming platforms. Most satisfied consumers gave a 5-star rating while some dissatisfied consumers and consumers with mediocre experiences rated 4 stars. According to the results, most consumers have a relatively positive evaluation of live-streaming platforms. If platforms can improve based on user feedback, they are likely to reclaim users lost due to poor consumption experiences.
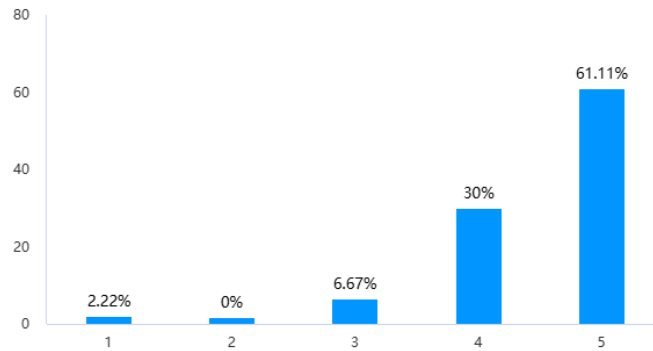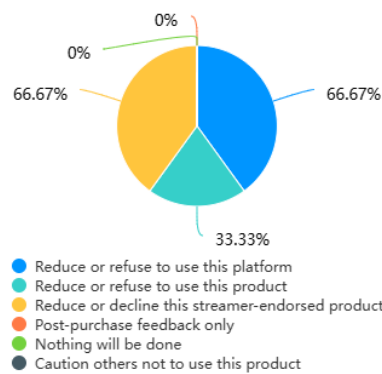
Figure 4: Consumer experiences and evaluation.



- Reduce or refuse to use this platform
- Reduce or refuse to use this product
- Reduce or decline this streamer-endorsed product
- Post-purchase feedback only
- Nothing will be done
- Caution others not to use this product

Figure 5: Consumer behavior after providing feedback.



- There is no after-sales service
- The platform's customer service ignores user demands
- There is no time appeal
- I won't choose this product next time
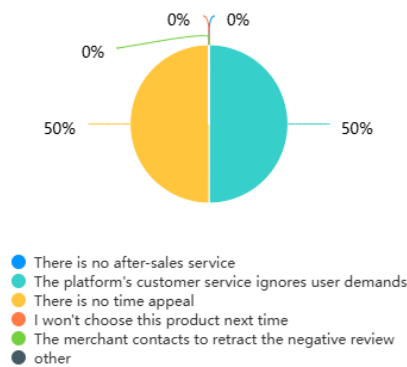- The merchant contacts to retract the negative review
- other

Figure 6: Reasons for consumers not providing feedback

According to the survey results, 66.67% of respondents believe that live-streaming platforms should assume regulatory responsibility and oversee after-sales services. Meanwhile, 66.67% of respondents think that live-streaming platforms failed to effectively address the issues and protect after-sales consumer rights. Figure 5 shows consumers' choices when their feedback was not appropriately handled. 66.67% of them would reduce or refuse to use the platform or purchase products endorsed by live streamers with poor experiences. Figure 6 shows the influencing factors of consumers who do not provide feedback, concentrating on time issues and platforms' neglect. This has reflected the platforms' insufficient awareness of its social regulatory responsibilities.

## 4. Analysis

Based on the survey results, this paper examines the causes from two perspectives. The first is the consumer perspective, which explores the main factors causing consumer dissatisfaction in-depth, along with strategic adjustments to platform marketing. The second is the platform merchants' perspective, which analyzes the key factors driving consumer impulse buying, as well as strategies to generate consumer demand while maintaining the current consumer base size.

### 4.1. In-Depth Analysis from Consumer Perspective

From the consumer perspective, the factor that consumers value most is the experience during the consumption process. Specifically, due to the imperfect regulatory system of live streaming platforms and their lack of awareness in protecting consumer rights, they are unable to address consumer feedback in a timely manner or choose to ignore it. Additionally, product quality directly affects consumer interests, and the passive attitudes toward after-sales services further intensify poor consumer experiences. Inappropriate handling of these issues by platforms can lead to consumer resistance, prompting them to move to other platforms that offer products they need or feature preferred brands. Regarding these problems, platforms should adjust their marketing strategies accordingly, push notifications of relevant events based on consumer big data analysis, develop distinctive brands or platform features in alignment with consumer demands, create and identify consumer demands, and establish a consumer-oriented platform development model [4].

### 4.2. In-Depth Analysis from the Perspective of Live-Streaming Platforms

From the perspective of live streaming platforms, these platforms have developed an exclusive social circle, integrating their distinctive features with various social elements. Meanwhile, the impact of their marketing models has been expanding as new media advances and these platforms internationalize [5]. According to the survey results, dissatisfied consumers and consumers with mediocre experiences all expressed dissatisfaction with the current marketing models of platforms, posing both challenges and opportunities for live-streaming platforms [6]. Factors influencing consumers and consumer satisfaction ratings are shown in the survey results. After in-depth analysis, it is found that if platforms can implement marketing strategies based on consumer behavior analysis in a targeted manner, they will be able to secure 4-star ratings even from dissatisfied consumers and those with mediocre experiences.

Based on these findings, to transform user attributes to enhance user retention and achieve sustainable development while maintaining current user size, live-streaming platforms should improve technical regulation, establish a credit system, strengthen the branding of individual live streamers, promote popular brands, embrace diverse development, and enhance consumer experiences and enthusiasm. Meanwhile, live-streaming platforms and consumers should establish a new relationship that goes beyond the traditional one-way flow of information. Influenced by the idea that everyone can be a brand, influencers born in the age of new media are now closely tied to platforms and social networks, becoming the aspiration of many young people [7]. Live-streaming platforms should focus on both target users and social development trends and collaborate with some high-quality users and businesses, thereby increasing user engagement, fostering innovation, and promoting sustainable development.

### 5. Suggestions and Strategies for Platform Development

Due to research limitations, more specific solutions based on offline surveys from the

perspectives of consumers and platforms are unavailable. In this study, suggestions for platform improvement are developed by combining survey results and relevant theories [8].

## 5.1. Suggestions for Platform Improvement

Regarding the issue of poor consumer experiences due to platform neglect, platforms should strengthen regulatory system development, raise the standards of companies and brands selling on the platform, reduce low-quality products and businesses with low reputation, and protect consumer rights effectively. Regarding the negative impact cause by businesses with low reputations and influencers with negative influence, platforms should create a positive online environment, choose cooperative partners with caution, and restrict disreputable live streamers and individual users. They should also cultivate marketing talent to create a comfortable consumption environment, thereby enhancing the shopping experience [9]. Regarding the issue of reduced interest of consumers, platforms should ensure content diversity, and differentiate content on their platforms based on key search terms of primary users' interests, with the aim of attracting user attention and raising user expectations.

## 5.2. Suggestions on Shifting Marketing Strategy

Regarding issues including consumer expectation, as well as platform regulation and after-sale services, the author, based on survey results, proposes that platforms should not establish a marketing model that aims to capture the market. Instead, platforms should focus on two major tasks, including retaining the current consumer base and turning general consumers into loyal ones of companies or platforms, shifting marketing strategies [10]. They should develop marketing strategies that aim to enhance the sense of belonging among consumers. Instead of merely promoting products and carrying out more events to stimulate impulse buying of consumers, platforms should tell their stories well and resonate with consumers emotionally. To sum up, platforms should shift their mindset from seizing the market to developing themselves in the long term.

## 6. Conclusion

Currently, studies on the development of live-streaming platforms are still undergoing constant adjustment. In line with a user-oriented ecosystem, platforms should transition from a platform-centric approach to a user-centric one. On the whole, the development of online consumption in the new media age brings both opportunities and challenges for live-streaming platforms. Distinct from traditional offline consumption, there are more potential consumers online with more demands. Consumer feedback on their consumption experience during the preliminary development stage of platforms highlights the limitations of the platform and provides valuable insights for its improvement.

This study finds that consumers focus more on the shopping experience and anticipation of new products. Upon further exploration, most consumers, influenced by their anticipation, tend to rate platforms 4 or 5 stars, hoping that platforms will improve effectively based on their feedback. From the perspective of platforms, the imperfect regulatory system has resulted in the prevalence of businesses with a bad reputation and inferior products. Consumers will turn to similar platforms once their expectations are repeatedly deflated. Nonetheless, if platforms can improve and promote distinctive, novel products to attract consumers, they will be able to retain their existing customer base.

This study uses a questionnaire survey targeting consumers, with questions covering the

manufacturing, sales, and after-sales service stages of product marketing. It examines the key causes of the problems in platform marketing models based on consumer feedback. It identifies the aspects consumers expect platforms to improve and the trends they are following. Furthermore, it offers suggestions for improving the marketing models of live-streaming platforms and serves as a reference for studies on consumer feedback, involving internet-based platforms and businesses in the new media age that implement new marketing models, such as internet platform marketing and corporate online marketing. To achieve sustainable development, platforms should improve their regulatory system by reducing false advertising, addressing the mismatch between online promotions and real products, and clarifying the roles and responsibilities of relevant personnel. Additionally, they should choose quality partners to cooperate. Positive enterprises and live streamers inspire innovation and foster positive energy, which are more likely to gain recognition from both society and consumers. It also facilitates platforms to tell their stories well, striking a chord with consumers. However, this study is subject to certain limitations. The online survey results are limited and no field investigation is conducted. Future studies can conduct in-depth interviews on the basis of this research to explore specific solutions expected by consumers and the specific impact on live streaming platforms. Meanwhile, the future development of platforms and enterprises based on the internet relies heavily on their current consumers. The number of loyal consumers is crucial for them to develop sustainably. Hence, future studies could focus more on consumer psychology and guiding consumer behavior, helping platforms convert general consumers into loyal ones while maintaining their current customer base.

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